

Teach for Thailand

Teach for Thailand is a nonprofit organization committed to more equitable and just education opportunities for children in Thailand. We want to better Thai education, one classroom at a time. And we do this by partnering with communities to develop a network of leaders through our Fellowship Program.

What We Do:

We develop leaders to improve educational opportunities for children in Thailand through our 2-year Fellowship Program.

In the Fellowship Program, we recruit, develop, and place people from all backgrounds to teach in underserved schools for two years. During this time, Fellows learn through firsthand experience and grow their leadership skills by collaborating with stakeholders in schools and communities.

After their experience, graduates of the Program are empowered to drive positive changes in Thai education and beyond. Whether they carry on as teachers, become policymakers, start their own social enterprises or work in the public or private sector, they are able to affect change in different ways.

The Role: Social Media and Content Associate:

Teach for Thailand is looking for a Social Media and Content Associate who will play a key role in bringing our mission to life through the power of storytelling and digital engagement. This role involves crafting compelling narratives, creating engaging content, and writing impactful copy that drives traffic, boosts engagement, and inspires meaningful action.

Our goal is to grow our social media following by at least 20% year-on-year. The ideal candidate will have hands-on experience using social media and digital platforms to cultivate an active and engaged community of followers. You'll stay ahead of social media trends and leverage analytics to optimize content performance and deepen audience engagement.

We are looking for a creative storyteller with a knack for clear, simple, and concise communication. You combine imagination with purpose, ensuring that every interaction with our brand leaves a lasting impression rooted in connection, trust, and community. With a strong understanding of design and a passion for effective communication, you excel at blending visual and verbal elements into cohesive narratives that inspire action.



Outcomes for the role include, but are not limited to:

- Achieve a 5% average engagement rate in each social media channel by the end of the year
- Achieve a 3% average Click-Through Rate (CTR) on social media posts linking to the website.

Responsibilities will include, but are not limited to:

Content Creation and Management:

- Create content that aligns with the organization's brand voice across various channels (Facebook, Instagram, LinkedIn, TikTok, etc.), including blog posts, videos, infographics, and social media updates to rally target audiences to take the desired action
- Collaborate with internal teams and partners to drive the organization's agenda.
- Ensure brand consistency across all social media platforms by maintaining our brand's tone of voice and visual identity.

Manage Social Media Channels:

- Develop and implement social media strategies to increase followers and engagement.
- Manage Teach For Thailand's social media accounts and content calendars
- Monitor social media trends and analyze content performance then come up with insights to improve performance.

Apply if you have:

- Created content that result in meaningful social media growth
- A willingness to throw yourself deep into the role; not just strategy/channel management, but a love for creating content and coming up with ideas.
- Strong creative and communication skills (in writing and video editing, in particular).
- Interest in consumer insights and passion for keeping the audience at the core of your decision-making.
- Ability to juggle multiple tasks and adapt quickly to new situations.
- Ability to travel within Thailand occasionally.

Skills/Knowledge/Mindset:

- Effective Communicator: Excellent written and verbal communication skills in Thai.
- Adaptive and Flexible: Comfortable with dynamic tasks and changing environments and the ability to adapt to changing trends and priorities in the fast-paced world of social media.



- Detail-Oriented Multitasker: Can efficiently manage multiple tasks and prioritize effectively to meet deadlines and goals set. Demonstrate high attention to detail and ensure accuracy and completeness in all tasks.
- Proactive and Self-Motivated: Able to work independently, demonstrating initiative and high motivation.
- Collaborative Team Player: Skilled in teamwork, embraces collaboration, and is open to feedback.
- Growth-oriented: Exhibits a “can-do” attitude with a strong desire to learn and take on challenges.
- Commit to education equity - a belief that all children can succeed regardless of their background
- An embodiment of Teach For Thailand’s core values: Mission Comes First, Grow Together, Sense of Possibility, Act Like an Owner

Compensation and Benefits

We may be a non-profit, but we reward our talented team well! We offer:

- Competitive salaries in the local nonprofit sector
- 15 days paid time off with accrual each year of service. Your well-being is a priority.
- An exceptional team that trusts and gives you the freedom to do your best
- The chance to put your talents towards a deeply meaningful mission and the opportunity to work on a high-impact organization

To Apply:

To join us as a team member, apart from being well qualified, you need to believe as strongly as we do in our mission and vision to ensure the success of our organization.

Please send your resume and portfolio to careers@teachforthailand.org with the subject line of the position you are applying for. Only shortlisted candidates will be contacted.

